Chapter1:

INTRODUCTION

1.1 *Introduction to Advertisement*

Advertising

Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK. Advertising is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, journals etc), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colours, sounds, visuals and even people (endorsements). The advertising industry is made of companies that advertise, agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizers, brand managers, researchers, creative heads and designers who take it the last mile to the customer or receiver. A Company that needs to advertise itself and/or its products hires an advertising agency. The company briefs the agency on the brand, its imagery, the ideals and values behind it, the target segments and so on. The agencies convert the ideas and concepts to create the visuals, text, layouts and themes to communicate with the user. After approval from the client, the ads go on air, as per the bookings done by the agency's media buying unit. In terms of overall advertising expenditures, media advertising is still dominated by Press and television, which are of comparable size (by value of 'sales'). Posters and radio follow some way behind with cinema representing a very specialist medium.

1.2 _Introduction to Political Advertisement_

Advertising which focuses on the marketing of ideas, attitudes, and concerns about public issues, including political concepts and political candidates. The essential task of political advertising is to gain the confidence of the people for their acceptance of ideas and, in the case of political campaign advertising, to influence their vote. Political advertising include a mass communication used for the purpose of appealing, directly or indirectly, for votes or for financial or other support or opposition in any election campaign.

Political advertising does not include letters to the editor, news or feature articles, editorial comment or replies thereto in a regularly published newspaper, periodical, or on a radio or television broadcast where payment for the space or time is not normally required. Political advertising is different from commercial advertising in two ways. First, the product is a person or a philosophy rather than goods and services and second, the advertising objectives must be met within a specific timeframe. Political advertising carries a moral implication, because the results of advertising have potentially far-reaching effects on the population at large. Political advertising raises many controversial social questions concerning the funding of political campaigns, the truth or reality of political claims, and the likelihood of defamatory claims made by political candidates. Political advertising involves the use of advertising by politicians to bring their messages to the masses.

Politicians promote their parties to grab the attention of the electorate. Unlike commercial Advertising where products are promoted, political advertising promotes individual. Political parties' view election strategically. Not only this, they feel that the strategies involved in marketing of products and services by the companies may also boost prospects in the election contests. The history of politics is as old as the history of mankind itself. Politicians have always

marketed themselves with an aim to win over their rivals by grabbing more votes during the election season. Their primary aim behind advertising themselves and / or their party is to win over the voters. It is a fact that a lot of hard work goes into advertising. Many factors have to be considered even before actually laying out the final plan. The aim is to identify the best strategy that will usher in success. Unlike marketing of a product or service which can be extended over the life of the product, political campaigned is for 'short term' prior to the election and with the election.

1.3. *TYPES OFADVERTISING MEDIA*

1) NEWSPAPER :

It has wide coverage and provides the advertiser to mass communicate with the public. The page and area of advertisement is very crucial, BJP is purchased all the front page of newspaper before 3 days of Lok Sabha election in very low price due to shrewd planning. By doing this BJP able to spend less and communicate to large people on important days.

Another ads by BJP in newspaper.
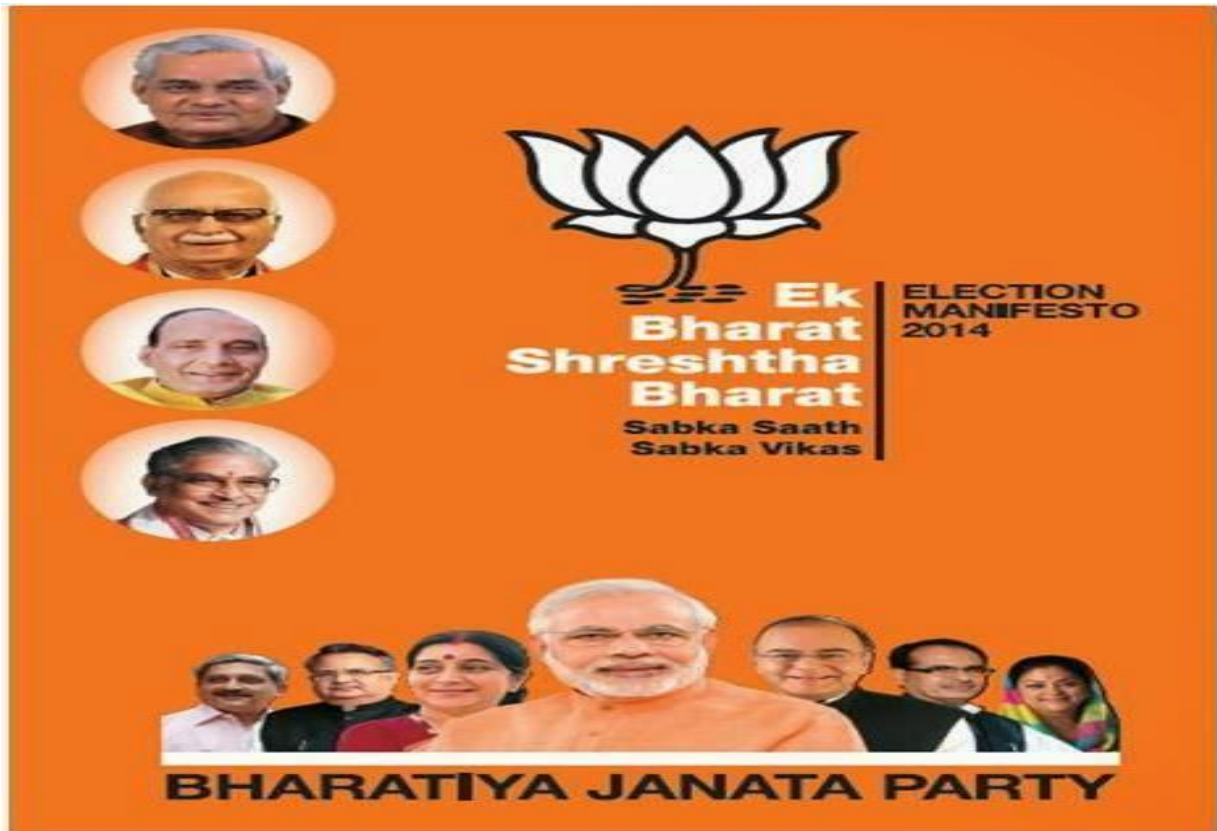
The newspaper Ads by Congress Party

[5]

2) CHAI PE CHARCHA:

- Chai pe charcha is mainly used by BJP PM Candidate Mr. Narendra Modi in his Lok Sabha election campaign.
- "A unique combination of satellite, DTH, internet and mobile," for 'chai pe charcha,' a mega outreach programme which is part of campaign
- The programme Mr Modi who sold tea on trains as a young boy, is positioned well
- An out-of-the-box initiative, that bucks traditional campaigning methods
- 61 locations have been chosen all over Gujarat, 36 in Bihar, 32 in Kerala and 46 in Delhi among other states


3) RADIO:

Radio is widely used medium now days for promotion. BJP and INC both hugely used the radio medium to reach mass public. They used different issue to different constituency.

4) TELEVISION:

Television medium is very fast to reach the mass audience. News debate, personal interview and detail analysis of manifesto was used in television by political parties to convey their message

Time Now news channel showing the interview of Mr. Rahul Gandhi.
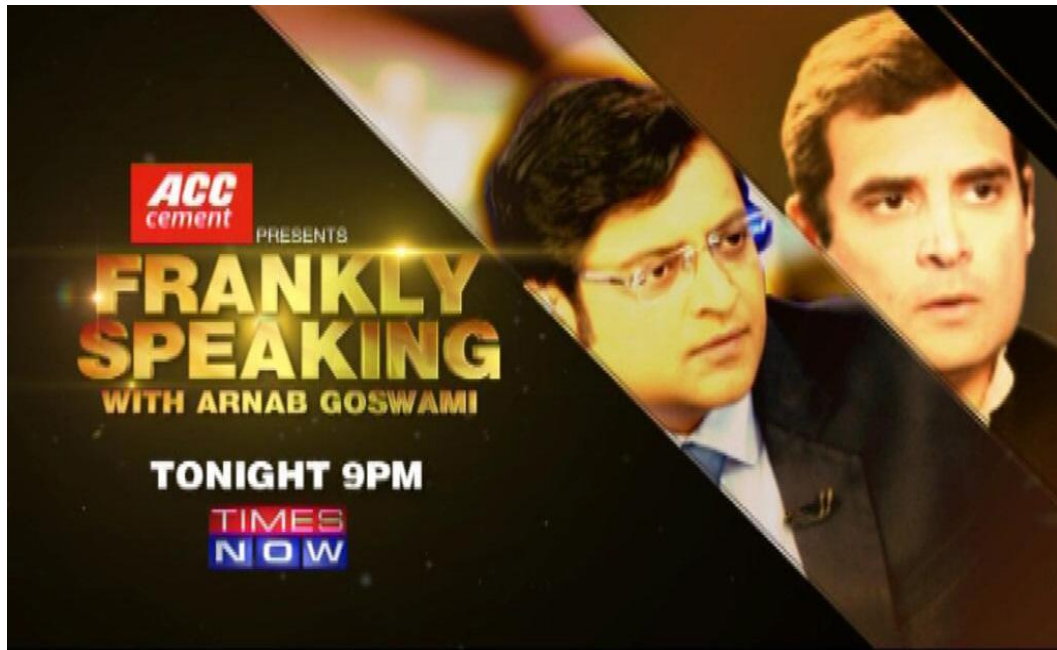
5) SOCIAL MEDIA:

To target youth and NRI different political parties used social media as a way to communicate their ideology and manifesto.

Twitter, Facebook, Google+, YouTube, Flickr, Pintrest and blogs were used to target the youth

[7]

1.4. *BRAND FORMATION*

1. SLOGAN USED :

In 2014 Lok Sabha election varies parties used slogan to position them. Some are very reminding to people and some are concern with social issue.

INC used "Mein Nahi, Hum (Not me , We)"

BJP used "Abki Bar Modi Sarkar"

AAP is used " Jhadu chalao, beiman bhagao"

2. STORE:

NaMo Store – Online merchandise portal

"The products inspire people to wear a cause, embrace the change and be the creator of a better tomorrow,"

3. 3D HOLOGRAM RALLY:

- Relayed to 100 locations and 800 rallies.
- Popular in European Elections
- A fleet of GPS-fitted vans, or digital raths, drove to village squares across Uttar Pradesh and Bihar and played clips of Modi's speeches on 55-inch LED screens
- Targeting the areas where other means of technology was not available

1.5 OBJECTIVE OF THE STUDY

1. To analyze the effect of Gender of respondent on their perception of advertising style adopted by political parties

2. To analyze the effect political party's promotion when single leader is projected for election

3. To analyze whether social media is effective communication channel for political party promotion or not

Chapter 2:

Literature Review

POLITICAL ADVERTISING IN INDIA -

HISTORICAL PERSPECTIVE:

An uncooked form of political advertising in India dates back to the seventies when the former Prime Minister Mrs. Indira Gandhi gave the slogan of 'Garibi Hatao' (Remove Poverty).Instantly the 'hand' symbol of the Congress too became an identity which now serves as a link between the party and the public (Congress ka haath aam aadmi ke saath). But it was 1980 when India witnessed the dawn of real and formal 'Political Advertising'. For the first time in the country, an advertising agency (Graphic Ads) was roped in by the Congress party but it was in 1984 (when Rajiv Gandhi stepped in as the new leader of a modern India owing to the catastrophic political Scene as a result of the assassination of Mrs. Indira Gandhi) that marketing skew began to intervene in political arena. There was almost no necessity of any campaign in 1984 because the sympathy wave reduced the other political parties to ashes and Congress captured the hitherto massive support of the public which translated into more than 400 seats in the LokSabha

However, after governing for five years post-Indira India, Rajiv Gandhi ventured into formal political advertising in 1989 when his party signed up with one of the top advertising agencies of the country, Rediffusion - Dentsu, Young and Rubicam to carry out election campaign somewhere of the order of Rs. 20 crores. The campaign brought the 'Mr. Oean' concept for the Prime Minister. Despite heavy campaigning across the existing media (primarily AIR, Doordarshan and some prominent daily newspapers; FM Radio or social networking or Internet advertising were unheard of during those days), the Congress lost the General Elections to the Third Front headed by Vishwanath Pratap Singh. Rajiv Gandhi's fate did not allow him to understand the nuances of reaching the public through advertising (the word means to tum one's attention!).He too succumbed to the hands of a different nature of terrorism in 1991.

During the 1998 general elections, both the Congress and BJP had task force of media professionals to demarcate their brands. Through in-house campaigning, the BJP focused on the voter's perspective. Nevertheless, it had a big brand called 'Atal' (Atal Bihari Vajpayee) which got spread across the nation even through theatre campaigns and on cable networks as well. The shift also emerged here with the party embracing modem communication techniques including the Internet. It launched its website www.bjp.org under the stewardship of the campaign committee chief Pramod Mahajan. On the other hand, the Congress could not come out of its 'Gandhi' mindset and the campaign launched focused on the importance of 'Gandhi' dynasty for better ruling or governance. Sonia Gandhi was still within the framework of a 'foreigner' bahu (daughter-in-law). The language barrier was still persistent although the party did all out efforts to make her communicate in local flavours across different regions of the country which she did to the best of her capability. For the 2004 general elections, use of information technology revolution for competitive edge was on cards. BJP became hi-tech and started getting poll feedback daily with analysts doing all sorts of calculations. Building up database, approaching the electorate through e-mails and SMS but with caution was on the party's strategic intent.

 The 'India Shining' (or BlIIlrat Uday) campaign (a sort of surrogate one!) set the ball rolling for the BJP led NDA. The Agency Grey Worldwide released a plethora of such advertisements through the press and visual media until the intervention of Election Commission of India. The ads highlighted the accomplishment of the five year NDA regime from social to economic betterment. The target group was very wide and the state run Doordarshan was used mostly as it has the widest reach in the country and the primary channels are free-to-air. Newspapers across India were selected for the print run of these ads, mostly in colour, besides hoardings across highways and selected city roads. For the technology savvy electorate, the e-media helped the campaigns. LK Advani, the BJP doyen, known in the Indian political history for his 'rath yatras', opted for yet another such thing called 'Bharat U day Yatra'. The entire idea was to make the common person feel good through 'India Shining'.

The 2009 General Elections came up to become glamour induced. 'Celebrities' (including film stars and sports persons) took on the campaign trail, reasons could have been numerous, like to garner more media attention, endorsements could make public inclined towards voting as well as towards a certain political party, even power could have got associated. It could be understood as a win-win situation, both for the party as well as the celebrity. Not only this, certain estimates say that the total ads spend could have crossed US $ 3 billion (more than US Presidential Election). Television, Radio (including FM), Mobile services, other digital media (including social networking) and outdoor media along with of course print media helped political parties gain reach amongst the 'new' and young India (who became voters for the first time!). BJP was using social media more than the Congress (even for raising funds). Congress instead used the famous song "Jai ho" (Slumdog Millionaire) for canvassing purposes since it was youth centric (like the youth anthem of today-Kolaveridi). BJP countered with "Bhay ho" (Be fearful-hinting at the voters to remain away from Congress). Mass media marketing, direct marketing techniques were also resorted to. Blogging too was on the canvassing menu. However, internet penetrations being quite low still in India forced parties to also heavily rely on other traditional media.

Chapter 3:

REASERCH METHODOLOGY

3.1 *Significance of the Study*

This study will be significant endeavor in qualitatively and quantitatively analyzing the contemporary style of advertising in Indian Political system. This study focus on the last year concluded 2014 Lok Sabha election and how different parties used advertising channels to promote their party and claim to solve the social issue such as poverty, corruption, and development. This study also elaborates about the signification of shrewd planning and untiring ground work to win the election.

3.2 *Scope of the Study*

This study focuses on contemporary style of Indian political parties. How these parties are using technologies to reach common people and using internet to advertise on social media such as Facebook and twitter. This study is concluded by introduction about Indian polity system and their marketing style, literature review, and primary data collection.

The primary data is collected through online survey for 2 months of duration, the survey cover the social issue, type of channel used for marketing, brand recall by using slogans.

This study only covers the post Lok Sabha election and how single party land slide win the election.

3.3 *Research Design and Methodology*

Descriptive   Research:

The study was conducted to understand modern advertising style used by Indian political parties in their campaign and its impact on voting population. The information needed is clearly defined. Research process is formal and structured. Sample is large and representative and data analysis is quantitative.

Data Collection:

The primary data collected through online survey. Online survey is free floated through email, social media and whatsapp for duration of 2 months. The responded data is captured in Google data form in electronic form only.

The responded fill the survey regarding the advertising style of political parties and how these parties used technologies, social development issue, and slogan to position themselves better than competitors.

Sample unit: Voting population of India

Sample size: Total 62 responses was recorded in Google form

3.4 _Tools of Analysis_

SPSS Statistics is a software package used for statistical analysis.

SPSS is used to verify the hypothesis and objective. The survey data is imported SPSS from excel file and Chi-Square and One Sample t-test will be used.

The summary of Research Design and methodology is following

Research design	Descriptive research, structured problem
Data collecting	Primary data collected by online survey
Sample unit	Voting population of India
Sample size	62 responded
Sampling technique	Online target population through social media & email
Medium of collecting responses	Online Google form for collecting response
Tools Used for analysis	Excel and SPSS used for filling data and making graphs.

Chapter 4:

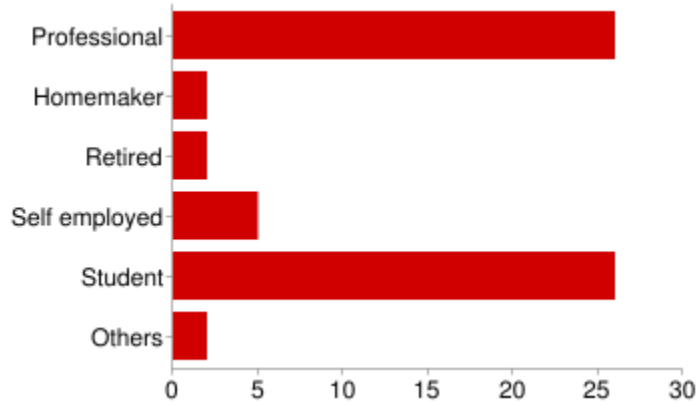# DATA ANALYSIS, INTERPRETATION AND FINDINGS

4.1 *Analysis of Survey*

Gender
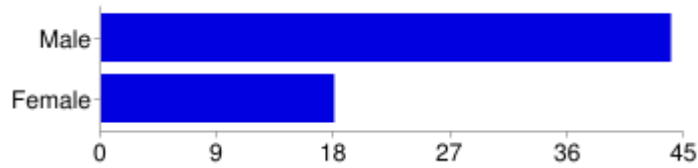
Male	44	72.1%
Female	18	29.5%

Age
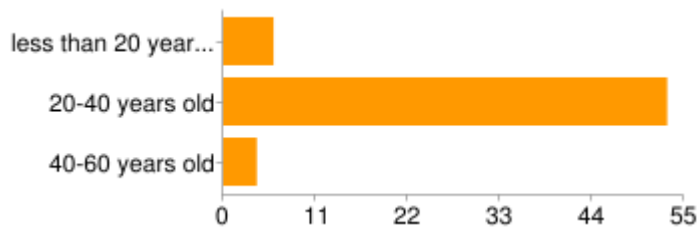
less than 20 years old	6	9.8%
20-40 years old	53	86.9%
40-60 years old	4	6.6%

Occupation

Professional	26	42.6%
Homemaker	2	3.3%
Retired	2	3.3%
Self employed	5	8.2%
Student	26	42.6%
Others	2	3.3%

[21]

Please indicate on a 5 point scale the extent to which you relate to the following statements.

1- ADVERTISEMENT OF SOCIAL ISSUE

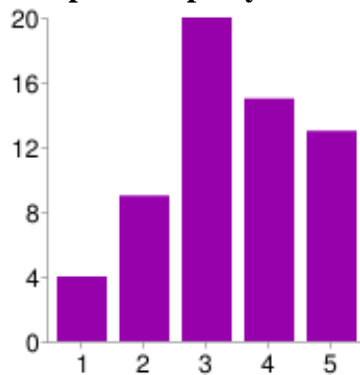**Do you think party should be FREE from any type of CORRUPTION / SCAM?**
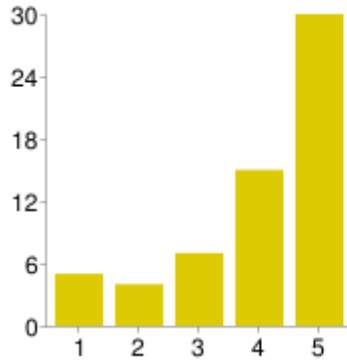
1	5	8.2%
2	4	6.6%
3	7	11.5%
4	15	24.6%
5	30	49.2%

The political party is more focus on DEVELOPMENT.
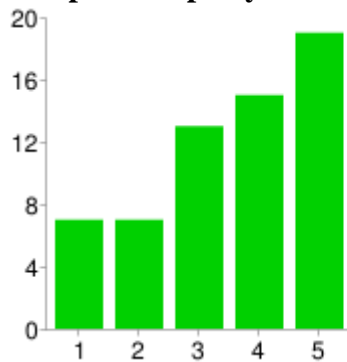
1	7	11.5%
2	7	11.5%
3	13	21.3%
4	15	24.6%
5	19	31.1%

The political party's focus is on water, electricity, road etc

1	4	6.6%
2	9	14.8%
3	20	32.8%
4	15	24.6%
5	13	21.3%

[22]

Party claim to eliminate the POVERTY if they will be in power
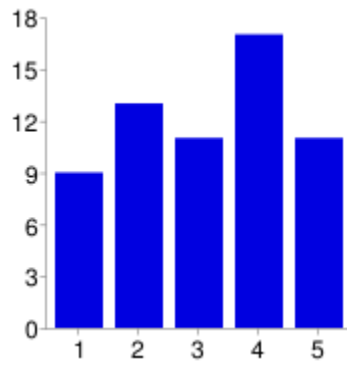
1	9	14.8%
2	13	21.3%
3	11	18%
4	17	27.9%
5	11	18%

Party advertisement claim that they make Transparency in Governance
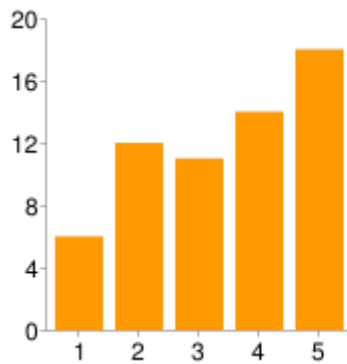
| 1	6	9.8%
2	12	19.7%
3	11	18%
4	14	23%
5	18	29.5%

[23]

2-Communication Channel for Political Advertisement

Using Internet- Social media, Face book, Twitter etc. [According to you which is best medium to reach the mass public for political marketing]
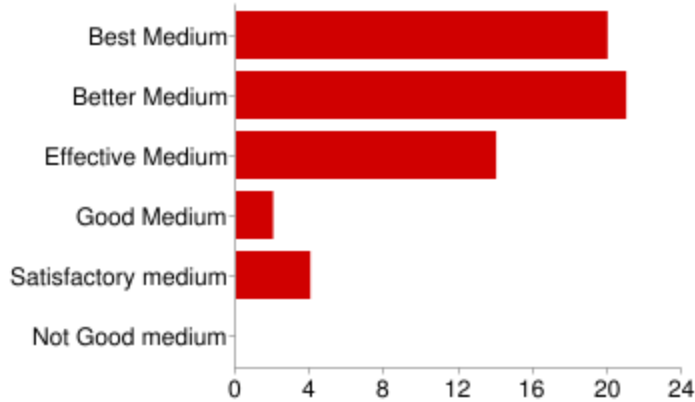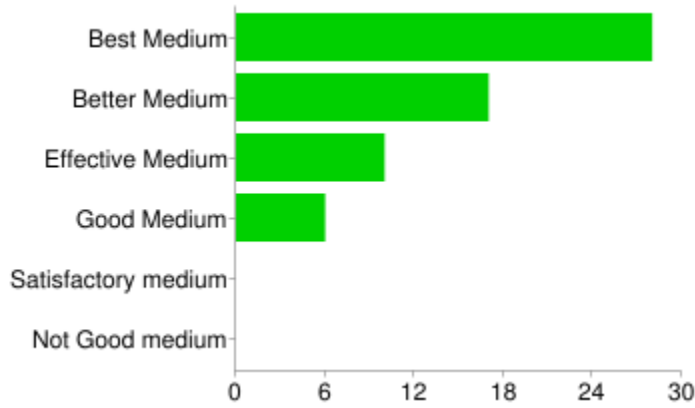

Best Medium	20	32.8%
Better Medium	21	34.4%
Effective Medium	14	23%
Good Medium	2	3.3%
Satisfactory medium	4	6.6%
Not Good medium	0	0%

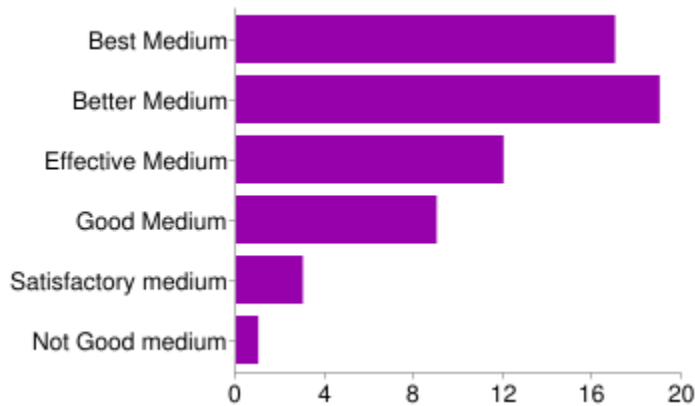**Digital Marketing- Digital ads, Video Ads [According to you which is best medium to reach the mass public for political marketing]**
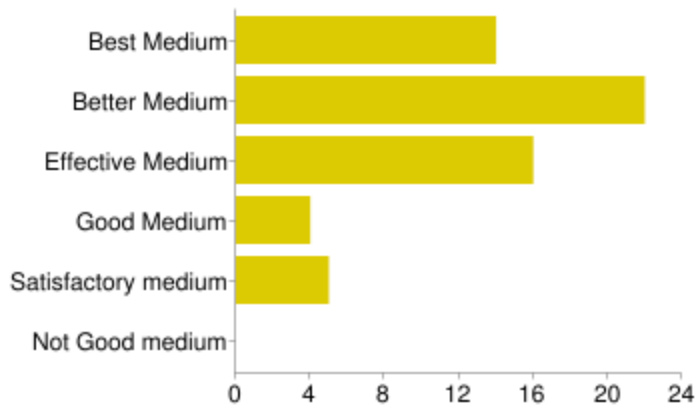
Best Medium	14	23%
Better Medium	22	36.1%
Effective Medium	16	26.2%
Good Medium	4	6.6%
Satisfactory medium	5	8.2%
Not Good medium	0	0%

[24]

Television (TV) Advertisement [According to you which is best medium to reach the mass public for political marketing]
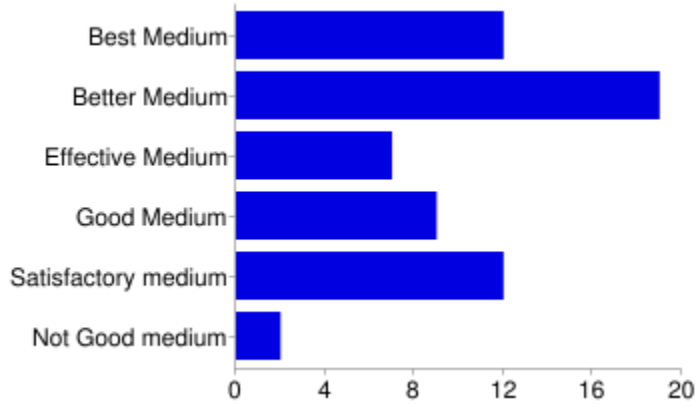
Best Medium	28	45.9%
Better Medium	17	27.9%
Effective Medium	10	16.4%
Good Medium	6	9.8%
Satisfactory medium	0	0%
Not Good medium	0	0%

Newspaper Ads [According to you which is best medium to reach the mass public for political marketing]
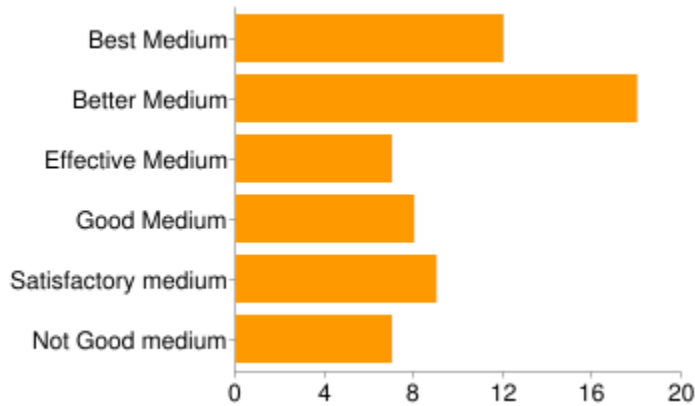
Best Medium	17	27.9%
Better Medium	19	31.1%
Effective Medium	12	19.7%
Good Medium	9	14.8%
Satisfactory medium	3	4.9%
Not Good medium	1	1.6%

[25]

Outdoor Ads [According to you which is best medium to reach the mass public for political marketing]

Best Medium	12	19.7%
Better Medium	19	31.1%
Effective Medium	7	11.5%
Good Medium	9	14.8%
Satisfactory medium	12	19.7%
Not Good medium	2	3.3%

Ads on Radio [According to you which is best medium to reach the mass public for political marketing]

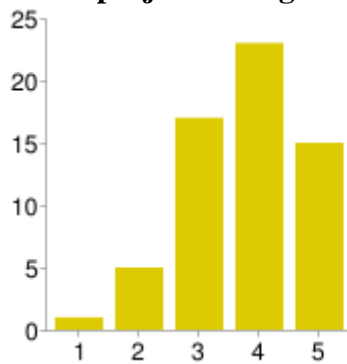|		
Best Medium	12	19.7%
Better Medium	18	29.5%
Effective Medium	7	11.5%
Good Medium	8	13.1%
Satisfactory medium	9	14.8%
Not Good medium	7	11.5%

[26]

3-According to your experience, how was Effective Political Parties' Promotion?
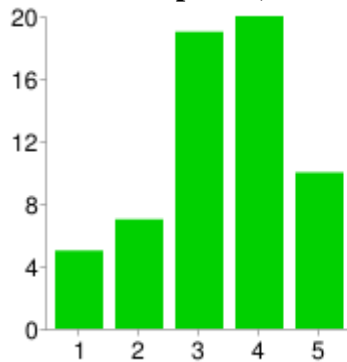
When youth was target for promotion.
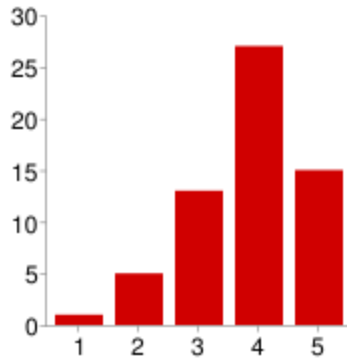
1	1	1.6%
2	5	8.2%
3	13	21.3%
4	27	44.3%
5	15	24.6%

When projected Single Leader for party

1	1	1.6%
2	5	8.2%
3	17	27.9%
4	23	37.7%
5	15	24.6%

At different places, each Rally targets the customized Local Need & Demand

1	5	8.2%
2	7	11.5%
3	19	31.1%
4	20	32.8%
5	10	16.4%

Promotion Coverage/ Reach in each State by Rally, TV, newspaper, social media or radio ads
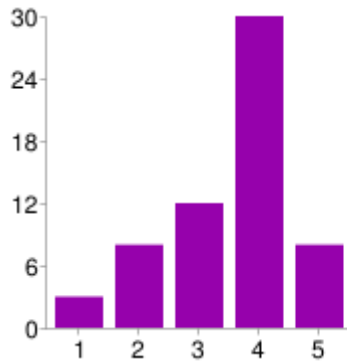
1	3	4.9%
2	8	13.1%
3	12	19.7%
4	30	49.2%
5	8	13.1%

4- Positioning of Political Party

Untiring ground-work of party worker is effective to remind/ create image of party?
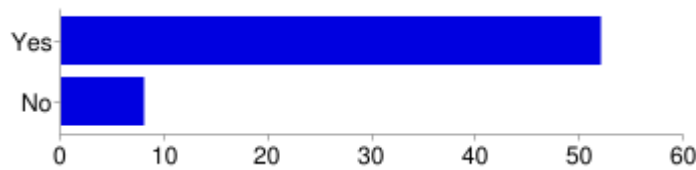
Yes	52	86.7%
No	8	13.3%

Shrewd Planning of advertisement, target audience and local need & demand will remind about party more easily?
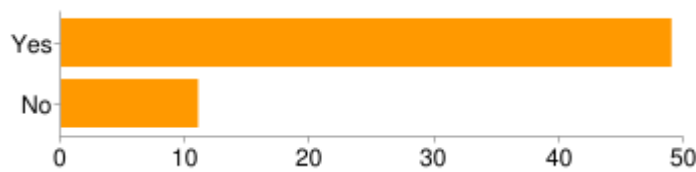
Yes	49	81.7%
No	11	18.3%

Use of Technology such as 3D hologram rally to simultaneously address multiple places ?

Yes	40	66.7%
No	20	33.3%

[28]

Symbol, Slogan, Colour of Advertisement by political party remind or create image about the party?

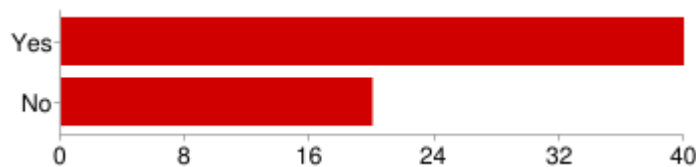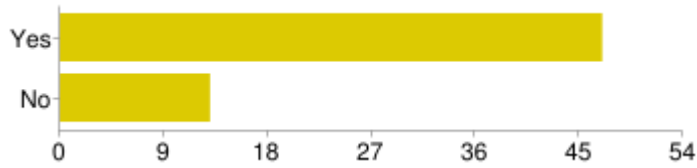| Yes	47	78.3%
No	13	21.7%

5- Political Party Brand Recall

"Ab ki baar modi sarkaar- Modi for PM" [Please mark the party according to their Slogan in Lok Sabha Election 2014]
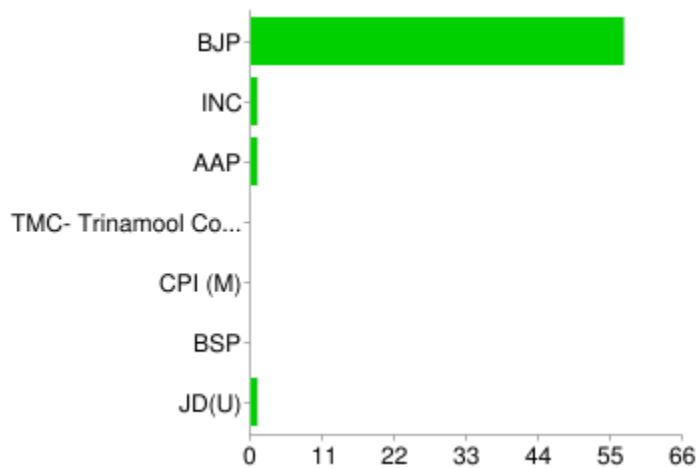
BJP	57	95%
INC	1	1.7%
AAP	1	1.7%
TMC- Trinamool Congress	0	0%
CPI (M)	0	0%
BSP	0	0%
JD(U)	1	1.7%

[29]

"Kattar Soch Nahi Yuva Josh" [Please mark the party according to their Slogan in Lok Sabha Election 2014]
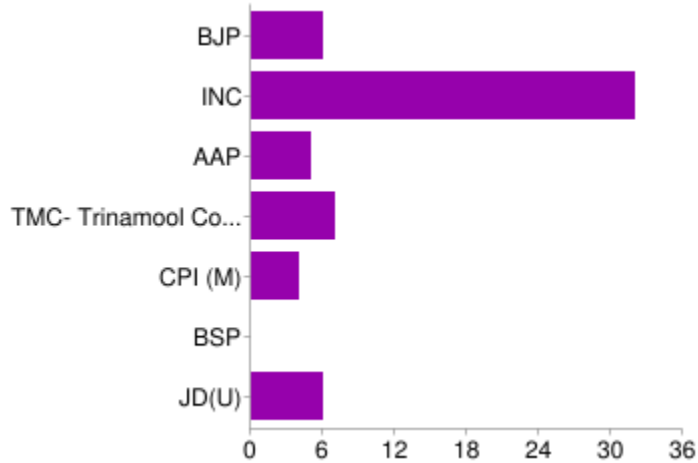
BJP	6	10%
INC	32	53.3%
AAP	5	8.3%
TMC- Trinamool Congress	7	11.7%
CPI (M)	4	6.7%
BSP	0	0%
JD(U)	6	10%

"Har Hath Shakti, Har Hath Tarakki" [Please mark the party according to their Slogan in Lok Sabha Election 2014]
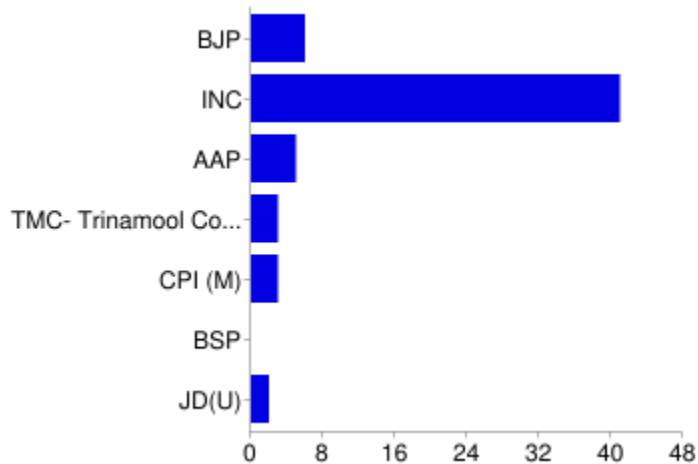
BJP	6	10%
INC	41	68.3%
AAP	5	8.3%
TMC- Trinamool Congress	3	5%
CPI (M)	3	5%
BSP	0	0%
JD(U)	2	3.3%

[30]

"Jhadu chalao, beiman bhagao" [Please mark the party according to their Slogan in Lok Sabha Election 2014]
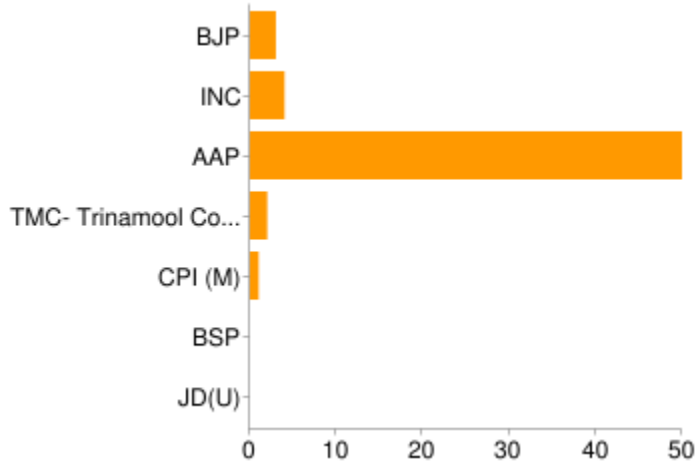
BJP	3	5%
INC	4	6.7%
AAP	50	83.3%
TMC- Trinamool Congress	2	3.3%
CPI (M)	1	1.7%
BSP	0	0%
JD(U)	0	0%

"Chalega haathi udegi shool, na rahega haath, na phool " [Please mark the party according to their Slogan in Lok Sabha Election 2014]
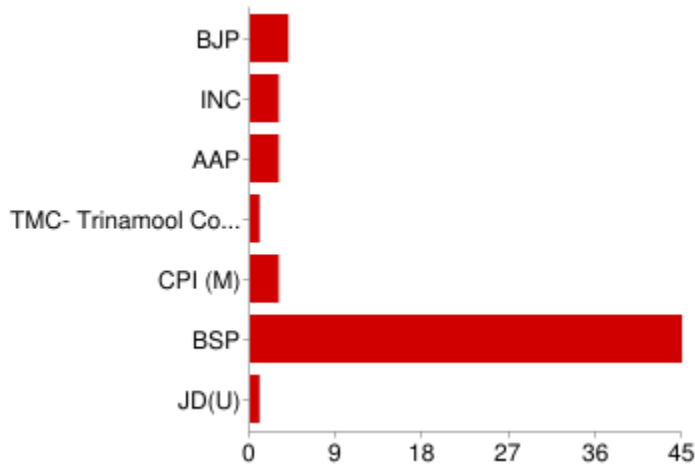
BJP	4	6.7%
INC	3	5%
AAP	3	5%
TMC- Trinamool Congress	1	1.7%
CPI (M)	3	5%
BSP	45	75%
JD(U)	1	1.7%

[31]

"Achhe Din Ane Wale Hai" [Please mark the party according to their Slogan in Lok Sabha Election 2014]
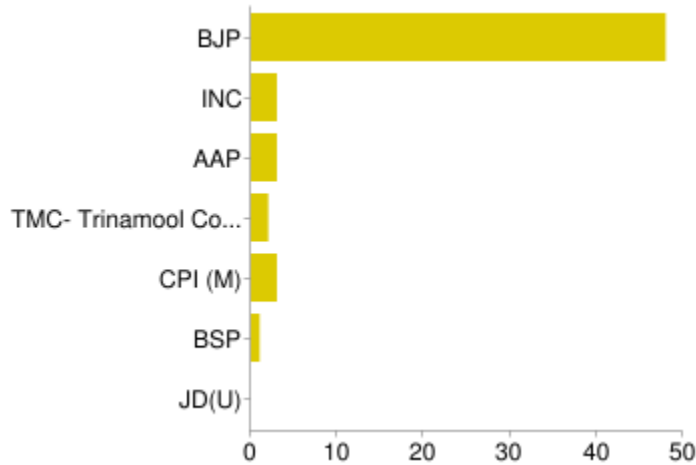
BJP	48	80%
INC	3	5%
AAP	3	5%
TMC- Trinamool Congress	2	3.3%
CPI (M)	3	5%
BSP	1	1.7%
JD(U)	0	0%

"Ma Mati Manush" [Please mark the party according to their Slogan in Lok Sabha Election 2014]
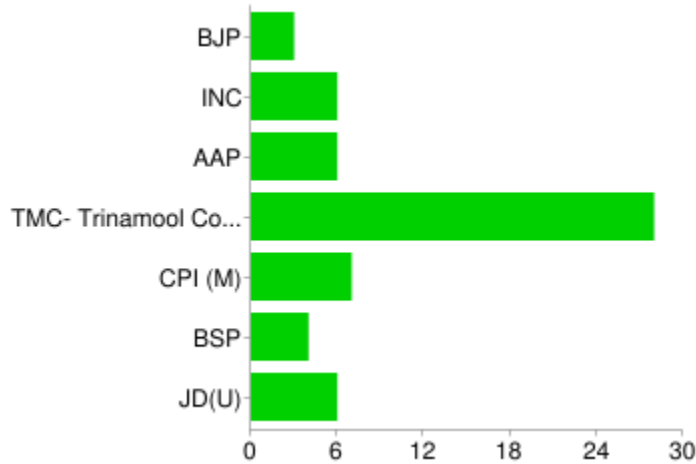
BJP	3	5%
INC	6	10%
AAP	6	10%
TMC- Trinamool Congress	28	46.7%
CPI (M)	7	11.7%
BSP	4	6.7%
JD(U)	6	10%

[32]

4.2 *Data Analysis*

4.2.1 Analysis of Objective 1: To analyze the effect of Gender of respondent on their perception of advertising style adopted by political parties

Hypothesis 1

H0: Gender has no effect how political parties remind or create image by symbol, slogan and colour of its advertisement.

H1: Gender has effect how political parties remind or create image by symbol, slogan and colour of its advertisement.

To analyze effect of gender on perception of political parties' **Chi-Square test** is used. Following is the results

Gender * PoliticalParty_Symbol_Slogan Crosstabulation

			PoliticalParty_Symbol_Slogan		
			Yes	No	Total
Gender	Male	Count	33	10	43
		Expected Count	33.1	9.9	43.0
		% within Gender	76.7%	23.3%	100.0%
		% within PoliticalParty_Symbol_Slogan	70.2%	71.4%	70.5%
		% of Total	54.1%	16.4%	70.5%
	Female	Count	14	4	18
		Expected Count	13.9	4.1	18.0
		% within Gender	77.8%	22.2%	100.0%
		% within PoliticalParty_Symbol_Slogan	29.8%	28.6%	29.5%
		% of Total	23.0%	6.6%	29.5%
Total		Count	47	14	61
		Expected Count	47.0	14.0	61.0
		% within Gender	77.0%	23.0%	100.0%
		% within PoliticalParty_Symbol_Slogan	100.0%	100.0%	100.0%
		% of Total			
			77.0%	23.0%	100.0%

[33]

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.008[a]	1	.930		
Continuity Correction[b]	.000	1	1.000		
Likelihood Ratio	.008	1	.930		
Fisher's Exact Test				1.000	.606
Linear-by-Linear Association	.008	1	.931		
N of Valid Cases[b]	61				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.13.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	-.011			.930
	Cramer's V	.011			.930
Interval by Interval	Pearson's R	-.011	.127	-.086	.932[c]
Ordinal by Ordinal	Spearman Correlation	-.011	.127	-.086	.932[c]
N of Valid Cases		61			

a. Not assuming the null hypothesis.

[34]

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.008[a]	1	.930		
Continuity Correction[b]	.000	1	1.000		
Likelihood Ratio	.008	1	.930		
Fisher's Exact Test				1.000	.606
Linear-by-Linear Association	.008	1	.931		
N of Valid Cases[b]	61				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.13.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

There is no effect of gender in political party's symbol, slogan, and colour of its advertisement to remind or create image of political party. 77% male and 23 % of female have no effect of gender how the political party's advertise their ideology.

If sig > 0.05, then the null hypothesis will be accepted and alternative hypothesis get rejected. Here the sig value is .93 that is the alternate hypothesis got rejected.

With confidence level of 93% and Pearson Chi-Square value of .008, the alternate hypothesis got rejected and null hypothesis got selected. This means gender has no effect how political parties remind or create image in mind of voter by symbol, slogan and colour of its advertisement.

4.2.2 Analysis of Objective 2: To analyze the effect political party's promotion when single leader is projected for election

Hypothesis 2

H0: Political party's promotion is not effective when single leader is projected instead of party and its ideology.

H1: Political party's promotion is effective when single leader is projected instead of party and its ideology.

Here **One-Sample t-test** is used to analyze the effect, theoretical population mean is 2.5

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Single_leader	62	3.77	.982	.125

One-Sample Test

	Test Value = 2.5					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Single_leader	10.216	61	.000	1.274	1.02	1.52

The mean response of 62 responded is 3.77 and theoretical population mean is 2.5. The standard deviation is 0.982 with a standard error mean 0.125.

[36]

Here the value of t is 10.216 with 61 degree of freedom. If sig < .05, then null hypothesis got rejected. By looking at table Sig (2-tailed) is .000 so the null hypothesis got rejected. The alternate hypothesis got accepted with range of min 1.02 and max 1.52 above populations mean 2.5. This means, with confidence level of 95% political party's promotion is effective when single leader is projected instead of party and its ideology.

For example BJP is projected Mr. Narendra Modi for PM candidate and INC projected Mr. Rahul Gandhi for PM post.

4.2.3 Analysis of Objective 3: To analyze whether social media is effective communication channel for political party promotion or not

Hypothesis 3

H0: Social media such as Facebook and Twitter is not effective communication channel for political marketing and promotion

H1: Social media such as Facebook and Twitter is effective communication channel for political marketing and promotion

Here **One-Sample t-test** is used to analyze the effect of social media , theoretical population mean is 3.5

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Facebook_Twitter	62	4.79	1.175	.149

One-Sample Test

	Test Value = 3.5					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Facebook_Twitter	8.644	61	.000	1.290	.99	1.59

The mean response of 62 responded is 4.79 and theoretical population mean is 3.5. The standard deviation is 1.175 with a standard error mean 0.149.

Here the value of t is 8.644 with 61 degree of freedom. If sig < .05, then null hypothesis got rejected. By looking at table Sig (2-tailed) is .000 so the null hypothesis got rejected. The alternate hypothesis got accepted with range of min 0.99 and max 1.59 above populations mean 3.5. This means, with confidence level of 95% social media such as Facebook and Twitter is effective communication channel for political marketing and promotion.

INC, BJP and AAP is very active on the Facebook and Twitter during the Lok Sabha election 2014. By above hypothesis this is proved that social media is a very effective communication channel for marketing and promotion of political parties.

[38]

Chapter 5:

FINDING AND RECOMMENDATIONS

3.1   *Conclusion:*

1) There is no effect of political symbol, slogan and colour of advertisement on gender perception.
2) With 95% confidence level, political party's promotion is effective when single leader is projected instead of party and its ideology
3) With 95% confidence level , social media such as Facebook and Twitter is effective communication channel for political marketing and promotion
4) Slogan is the best way for political advertising. In case of BJP 95% of respondent are able to recall their slogan.
5) In case of INC 68.3%, AAP 83.3 % and TMC 46.7 % are able to recognize their slogan with respect to party.
6) 49.2% respondent strongly agrees that anti-corruption should be included in advertisement, and 31.1% responded in favour of development
7) Poverty and water, electricity issue have the mix responses, mostly these responses are neutral side.
8) 45.9% said that TV is the best way for political advertising and 32.8% said the social media – Facebook and twitter- is better way of marketing.
9) 44.3 % agree that for effective political promotion youth should be target
10) 86.7% said that untiring ground work and 66.7 % said that 3D hologram rally was very effective in positioning the political party

3.2 Limitation of the Study:

The study is based on post Lok Sabha election data survey; it should be analyzed both pre and post Lok Sabha election. Also only Lok Sabha election is taken account to capture the changes in political marketing in India, for more accurate result state election should be included.

The sampling method used in the primary research was of convenience sampling. It might have caused ample biasness and thus the sample may not be an actual representation of the actual population. Also while filling questionnaires the seriousness of the individuals could not be accessed as the questionnaire was floated online. More in-depth interviews should have been conducted for such an topic so as to have a balanced view of both the senders and the receivers of the various mode of communication.

Chapter 6:

REFERENCES:

- Kotler Philip; Keller Kevin Lane; Koshy Abraham; JhaMithileshwar,Marketing Management, Pearson, 13th Edition,New Delhi

- Alok Kumar', Pramod Pathak," POLITICALADVERTISING IN INDIA: APERSPECTIVE Gupta C.B. fourth revised edition:2010

- Viswanathan P.K., Business Statistics: An Applied Orientation, Pearson, 1st edition

- Kothari, C. R., Research Methodology, New Age International Publication, 2nd edition.

- The Economic Times

- www.wikipedia

- Kotler p and kotler (19990" political marketing: generating effective campaigns and causes" in Newman sage publication.

- http://articles.economictimes.indiatimes.com/2014-04-18/news/49236780_1_poll-campaign-bjpnarendra-modi

Chapter 7:

ADHERENCE SHEET:

7.1 *Adherence Sheet*

Particulars	Last Date	Signature of Mentor 1	Signature of Mentor 2	Signature of Student
Title of the Project/Area of Topic Finalization	19-Jan-15			
Literature Review/Objectives of the study	02-Feb-15			
Methodology	16-Feb-15			
Questionnaire/Data Collection tools	02-Mar-15			
Data Collection	23-Mar-15			
Analysis	13-Apr-15			
Conclusion and Recommendations	20-Apr-15			
First Draft	27-Apr-15			
Final Report/Binding and Submission	02-May-15			

Chapter 8:

ANNEXURE

"A Contemporary Style of Advertising of Political Parties In India"

The survey is to conclude how the marketing, promotion and advertising is changing in modern India for Lok Sabha 2014 election

* Required

Gender *

- ☐ Male
- ☐ Female

Age *

- ☐ less than 20 years old
- ☐ 20-40 years old
- ☐ 40-60 years old

Occupation *

- ☐ Professional
- ☐ Homemaker
- ☐ Retired
- ☐ Self employed
- ☐ Student
- ☐ Others

Please indicate on a 5 point scale the extent to which you relate to the following statements.

(1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly agree)

1- ADVERTISEMENT OF SOCIAL ISSUE

Please give the response how social issue in political advertisement influence you

Do you think party should be FREE from any type of CORRUPTION / SCAM? *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly Agree

The political party is more focus on DEVELOPMENT. *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

The political party's focus is on water, electricity, road etc issue *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

Party claim to eliminate the POVERTY if they will be in power *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

[48]

Party advertisement claim that they make Transparency in Governance *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

2- COMMUNICATION CHANNEL FOR POLITICAL ADVERTISEMENT

According to you which is best medium to reach the mass public for political marketing *

	Best Medium	Better Medium	Effective Medium	Good Medium	Satisfactory medium	Not Good medium
Using Internet- Social media, Face book, Twitter etc.	○	○	○	○	○	○
Digital Marketing- Digital ads, Video Ads	○	○	○	○	○	○
Television (TV) Advertisement	○	○	○	○	○	○
News Paper Ads	○	○	○	○	○	○
Outdoor Ads	○	○	○	○	○	○
Ads on Radio	○	○	○	○	○	○

3-**According To Your Experience, How Was Effective Political Parties' Promotion?**
(Please answer with respect to Lok Sabha election 2014)

When youth was target for promotion. *

　　　　　　1　　2　　3　　4　　5

Strongly disagree　○　　○　　○　　○　　○　　Strongly agree

When projected Single Leader for party *

(For e.g. - Rahul Gandhi for Congress and Narendra Modi for BJP)

　　　　　　1　　2　　3　　4　　5

Strongly disagree　○　　○　　○　　○　　○　　Strongly agree

At different places, each Rally targets the customized Local Need & Demand *

　　　　　　1　　2　　3　　4　　5

Strongly disagree　○　　○　　○　　○　　○　　Strongly agree

Promotion Coverage/ Reach in each State by Rally, TV, newspaper, social media or radio ads *

　　　　　　1　　2　　3　　4　　5

Strongly disagree　○　　○　　○　　○　　○　　Strongly agree

4- POSITIONING OF POLITICAL PARTY

(Image in mind of customer/person about party or ideology)

Untiring ground-work of party worker is effective to remind/ create image of party? *

☐ Yes

☐ No

Shrewd Planning of advertisement, target audience and local need & demand will remind about party more easily? *

☐ Yes

☐ No

Use of Technology such as 3D hologram rally to simultaneously address multiple places? *

(For eg used by Narendra Modi in Lok Sabha election 2014)

☐ Yes

☐ No

Symbol, Slogan, Colour of Advertisement by political party remind or create image about the party?*

☐ Yes

☐ No

5- POLITICAL PARTY BRAND RECALL
Please mark the party according to their Slogan in Lok Sabha Election 2014 *

Please select one party from the column

	BJP	INC	AAP	TMC-Trinamool Congress	CPI (M)	BSP	JD(U)
"Ab ki baar modi sarkaar- Modi for PM"	○	○	○	○	○	○	○
"Kattar Soch Nahi Yuva Josh"	○	○	○	○	○	○	○
"Har Hath Shakti, Har Hath Tarakki"	○	○	○	○	○	○	○
"Jhadu chalao, beiman bhagao"	○	○	○	○	○	○	○
"Chalega haathi udegi shool, na rahega haath, na phool "	○	○	○	○	○	○	○
"Achhe Din Ane Wale"	○	○	○	○	○	○	○
"Ma Mati Manush"	○	○	○	○	○	○	○